Data and Privacy File Guides

Apple Media Services: TV App Notifications

August 2022

File name

App Notifications.csv

File description

This file contains user experience click data associated with the user's TV App Notifications for iOS and tvOS.

Why Apple keeps this information

Apple retains this information in order to understand user behavior and preferences, measure feature performance and improve software design, and determine the user's eligibility for certain free TV App content.

Field Name	Details
Action Context	Context surrounding the user action
Action Detail	The specific item on which the user action was taken
Action Subtype	The type of user action
Action Type	The action's intended effect
Action URL	The internet address associated with the link on which the user took action
Analytics Variant	Data associated with multivariate testing
App Name	The Apple application in which the user took action
App Version	Version of the application
Apple Internal ID	Apple account identifying number
Artwork URL	The internet address associated with the artwork used in the notification
Base Version	The base version of the App in which the user action was taken
Campaign Group	Marketing group associated with a click
Campaign Token	Marketing campaign associated with a click
Click Target	Identifier for the item for which the user searched
Click Target Type	The type of item clicked by the user (e.g., button, card)
Client Correlation Key	A means through which Apple can associate a user's purchases with their click actions
Client ID	A randomly generated device identifier (unique for each device), which expires every 6 months
Client ID Version	The version of the Client identifier

Field Name	Details
Consented TV Provider	The content provider for which the user provided Video Privacy Protection Act consent to share data with the TV App
Cookies	Cookies used to log app page views associated with a marketing campaign
Destination URL	The URL the user clicked on
Details	Additional information about the user's action
Device Data Capacity	Deresolutioned representation of the total disk space allocated to the data partition of the disk on the user's device
Device Data Capacity Available	Deresolutioned representation of the available free space on the data partition of the disk on the user's device
Device Disk Capacity	Deresolutioned representation of the total disk space on the user's device
Device System Capacity	Deresolutioned representation of the total disk space allocated to the system partition of the disk on the user's device
Device System Capacity Available	Deresolutioned representation of the available free space on the system partition of the disk on the user's device
Dialog Buttons	Buttons available on dialogs
Dialog Message	Non-localized message identifier of the dialog (if available, otherwise the localized message)
Dialog Options	List of non-localized controls (e.g., buttons) from which the user can choose
Dialog Subject ID	Identifier of the dialog's subject
Dialog Title	Non-localized dialog title
Display Criteria	The device state, used to determine whether to show a notification
Eligible TV Provider	Content provider apps installed on the user's device but for which the user has not provided Video Privacy Protection Act consent to share data with the TV App
Event Date	Date and time on which the activity occurred
Event ID	Identifier generated for each event
Event Post Date Time	Date and time on which the event posted to Apple's servers
Event Receipt Time	The time (UTC) in milliseconds at which the batch of events is received by the Apple's server
Event Time	The time when click activity occurred within the App

Field Name	Details
Event Type	The user action taken on an app (e.g., click, search, enter, exit, etc.)
Explicit Flag	Whether the notification content is explicit
Has Previously Consented	Whether the user has provided Video Privacy Protection Act consent for at least one content provider app to share data with the TV App
Installed TV Provider Apps	The third party brands available though the TV App that are installed on the user's device
Interruption Level	The setting for the level of interruption setup by the user within the application
IP City	The city from which the action was taken, as determined by the user's IP address
IP Continent	The continent from which the action occurred, as determined by the user's IP address
IP Country Code	The country from which the event occurred, as determined from the user's IP address
IP Network	The network associated with the user's IP address
IP Network type	Type of network connection
IP Region Code	The region from which the event occurred, as determined from the user's IP address
Is Free Eligible	Whether the user is eligible for free content in the TV App
Locations	The location of the associated context as it appears within an App
Max Display Schedule	The maximum time of the schedule threshold for the notification to display
Media Play Duration MS	Total length of the played media, in milliseconds
Media TV Provider	Brand ID for Media click Events
Message Code	The numeric or unlocalized string value that maps to the message
Min Display Schedule	The minimum time of the schedule threshold for the notification to display
Notification Sub Type	Additional information on the type of notification sent to user
Notification Type	Type of notification sent to the user
Operating System Version	Version of the operating system used to complete the action
OS Language	Language of the operating system

Field Name	Details
Page	The page from which the user action was taken
Page History	The last five pages viewed by the user
Page ID	A unique identifier for the page banner
Page Type	The type of page on which the user action was completed
Page URL	The internet address of the page on which the user action was completed
Personalized Notification ID	An identifier for the notification sent to the user
Platform Name	Name of the device platform from which the action was taken
Recommendation ID	The identifier for the recommendations algorithm used
Root ID	The original root tab ID
Screen Height Pixel	Device screen height, in pixels
Screen Pixel Ratio	Pixel multiplier factor (e.g. 1, 2)
Screen Width Pixel	Device screen width, in pixels
Search Filters	Non-localized search filters that were applied
Search Term	The term used to generate search results, as it appears on the search results page
Store Front Header	The value indicating which regionalized store was shown to the user
Store Front ID	The identifier for the Store Front Header
Subscribed TV Provider	The TV App brands to which the user has subscribed on their device
Tab	The page or tab within the application in which the user's action occurred
Timezone Offset Min	The difference between GMT (UTC) and the user's local time when an event originated, in minutes
User Agent	Information about the user's device, including the operating system and browser, from which an action was completed
User Subscription Status	The user's subscription status, when applicable
Window Inner Height Pixel	App viewport height, in pixels
Window Inner Width Pixel	App viewport width, in pixels
Window Orientation	The orientation angle of the user's device
Window Outer Height Pixel	Height of containing window (encompassing app viewport as well as window chrome, status bars, etc.), in pixels

Field Name	Details
Window Outer Width Pixel	Width of containing window (encompassing app viewport as well as window chrome, status bars, etc.), in pixels